



ORDER

Flight Dates **09/21/12-09/27/12**

Contract / Revision **311566 /**

Original Date / Revision
09/19/12 09/19/12

Advertiser **NRCC IE**

Agency **National Media Inc**

Buying Contact

**815 Slaters Lane
Alexandria, VA 22314**

Product
NRCC IE 2012

Agency Com 15%

Billing Contact
**815 Slaters Lane
Alexandria, VA 22314**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **3215**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL PARTY

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 11% Market Value 205909

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	15%	30886
KPNX	14%	28827
KPPX	%	0
KSAZ	24%	49418
KTVK	30%	61772
KTVW	%	0
KUSK	%	0
KUTP	6%	12354
UNKWN	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	31	\$19,252.50	\$22,650.00	0.00
Totals	31	\$19,252.50	\$22,650.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/27/12	31	\$19,252.50	\$22,650.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KNXV	09/21/12	09/21/12	M-F 2pm-3pm General Hospital	CM	2pm-3pm	----F--	:30	1	\$450.00	P-2	0.00 NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	----F--		1		\$450.00		0.00				
N 2	KNXV	09/24/12	09/27/12	M-F 2pm-3pm General Hospital	CM	2pm-3pm	MTWT---	:30	4	\$450.00	P-2	0.00 NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	MTWT---		4		\$450.00		0.00				
N 3	KNXV	09/22/12	09/22/12		CM	4pm-5pm	-----S-	:30	1	\$250.00	P-3	0.00 NM	1	\$250.00



KNXV

Print Date: 09/19/12

Page 2 of 2

Contract / Revision **311566** Flight Dates **09/21/12-09/27/12**

Hiatus Dates

Original Date / Revision 09/19/12/ 09/19/12

Order Sep 00:20:00

Advertiser **NRCC IE**

Product **NRCC IE 2012**

Estimate # **3215**

													Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount	
				SA 4pm-5pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-----S-	1		\$250.00		0.00						
N 4	KNXV	09/21/12	09/21/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	----F--	:30	1	\$1,200.00	FX	0.00 NM	1	\$1,200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	----F--	1		\$1,200.00		0.00						
N 5	KNXV	09/24/12	09/27/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	MTWT---	:30	3	\$1,200.00	FX	0.00 NM	3	\$3,600.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	MTWT---	3		\$1,200.00		0.00						
N 6	KNXV	09/21/12	09/21/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	----F--	:30	1	\$1,090.00	P-3	0.00 NM	1	\$1,090.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	----F--	1		\$1,090.00		0.00						
N 7	KNXV	09/24/12	09/27/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	MTWT---	:30	4	\$1,090.00	P-2	0.00 NM	4	\$4,360.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	MTWT---	4		\$1,090.00		0.00						
N 8	KNXV	09/23/12	09/23/12	Prime News Prime News	CM	8p-9p	-----S	:30	1	\$1,400.00	P-2	0.00 NM	1	\$1,400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-----S	1		\$1,400.00		0.00						
N 9	KNXV	09/21/12	09/21/12	Jimmy Kimmel Live Jimmy Kimmel	CM	1102p-1206a / 103-	----F--	:30	1	\$200.00	P-3	0.00 NM	1	\$200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	----F--	1		\$200.00		0.00						
N 10	KNXV	09/24/12	09/27/12	Jimmy Kimmel Live Jimmy Kimmel	CM	1102p-1206a / 103-	MTWT---	:30	4	\$200.00	P-3	0.00 NM	4	\$800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	MTWT---	4		\$200.00		0.00						
N 11	KNXV	09/21/12	09/21/12	M-F 1206am-1236am M-F 1206am-1236am	CM	1206am-1236am	----F--	:30	1	\$100.00	P-2	0.00 NM	1	\$100.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	----F--	1		\$100.00		0.00						
N 12	KNXV	09/24/12	09/27/12	M-F 1206am-1236am M-F 1206am-1236am	CM	1206am-1236am	MTWT---	:30	4	\$100.00	P-2	0.00 NM	4	\$400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	MTWT---	4		\$100.00		0.00						
N 13	KNXV	09/21/12	09/21/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	----F--	:30	1	\$1,400.00	P-2	0.00 NM	1	\$1,400.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	----F--	1		\$1,400.00		0.00						
N 14	KNXV	09/24/12	09/27/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	MTWT---	:30	4	\$1,400.00	P-2	0.00 NM	4	\$5,600.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	MTWT---	4		\$1,400.00		0.00						
Totals													31	\$22,650.00	